

FREE PRACTICAL GUIDE

THE LOCAL BUSINESS VISIBILITY CHECKLIST

A practical local SEO starting point for small businesses

20 MINUTES

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The Local Business Visibility Checklist

A focused quick win before you move to a complete workbook.

Review the basic information that helps nearby customers and search engines understand what your business offers and where it operates.

Who this is for

Small-business and local-business owners who want a practical starting point without unnecessary technical language.

What you will complete

- ☐ Ten local visibility checks
- ☐ Business-detail consistency review
- ☐ Website and directory checks
- ☐ A 30-point scorecard

How to use it

Work through the pages in order. Use your live website or business profile, answer honestly and record no more than three immediate actions. A short list that gets completed is more useful than a long list that is ignored.

Keep the scope small. This guide addresses one specific problem. The related paid workbook provides the complete system, deeper explanations and a longer action plan.

1. Checks 1 to 4

- ☐ **Business details** The same business name, address and phone details appear wherever they are published.

Evidence or action:

- ☐ **Service area** Customers can tell which suburbs, towns or regions the business serves.

Evidence or action:

- ☐ **Location information** Contact and location pages explain how and where the business operates.

Evidence or action:

- ☐ **Service pages** Important services have useful pages rather than being hidden in one short list.

Evidence or action:

2. Checks 5 to 8

- ☐ **Titles and headings** Page titles and main headings describe the service and location naturally.

Evidence or action:

- ☐ **Local trust** The website includes genuine local experience, contact details and customer proof.

Evidence or action:

- ☐ **Reviews** Recent reviews are monitored and responses are professional and specific.

Evidence or action:

- ☐ **Directories** Important business listings are accurate and not duplicated unnecessarily.

Evidence or action:

3. Checks 9 to 10

- ☐ **Internal links** Related service and location pages link to one another with descriptive wording.

Evidence or action:

- ☐ **Measurement** The business records relevant enquiries and reviews visibility over time.

Evidence or action:

Responsible local SEO Do not create large numbers of near-identical suburb pages. Publish a location page only when it gives customers distinct, useful information.

Total score out of 30:

Continue with the complete workbook

Use the free guide to identify the first action, then use the complete workbook to build a repeatable system.



VOLUME 3

Get Found by Local Customers

The complete workbook provides:

- A complete local SEO review
- Local visibility scorecard
- A 30-day visibility plan

Price: A\$39

Product-specific URL required before publication

[View The Website Owner Series](#)

My first three actions:

Important This guide provides general educational information. Results depend on your business, customers, website and implementation. No rankings, traffic, enquiries, sales or other outcomes are guaranteed.